

# **Which Search Engines are People Using?**

A SiteLeads.net White Paper

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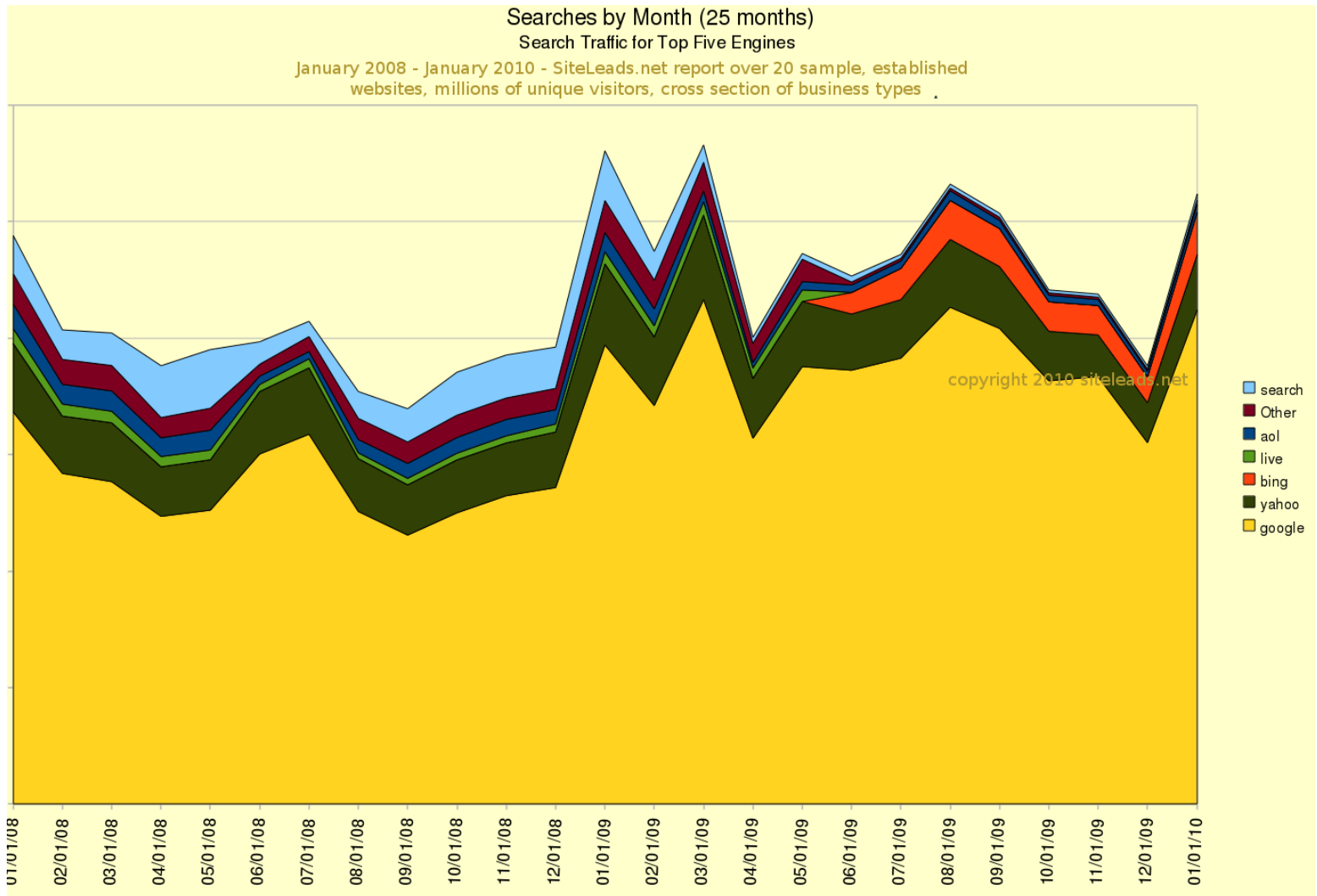
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## Which search engines are people using?

The following chart is based on website traffic statistics for about twenty unrelated websites. (Zoom in using your PDF Viewer if desired).

Spanning financial services, medical, high tech, consumer products and a variety of other industries, this chart represents millions of unique visits resulting from search queries using hundreds of different search engines. (Yes, there are hundreds of search engines out there!)

Clearly, Google continues to be the search engine of choice for the vast majority of search engine users. In fact, Google



appears to have increased their share of all search traffic from 80% two years ago to approximately 85% today<sup>1</sup>. In addition to their increased % share, the absolute number of searches across the Internet has also increased (not represented by this chart), with the number of websites and their respective contributions to the Internet drawing more and more users to the 'net every day.

Possible conclusions:

- After an initial increase in search traffic, Bing may be settling back at less than 5% of search engine usage.
- Yahoo search appears to have lost a little ground over the past several months.
- Microsoft Bing is a stronger player today than Microsoft Live ever was.
- AOL search has almost disappeared from usage.

<sup>1</sup> Note that SiteLeads.net websites are all created using the Content Management System Big Medium, which may product websites more transparent to one search engine versus another. Still these trends are closely paralleled by websites which were created using WordPress, Drupal and Joomla that we also monitor.

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